

EVERY YOUNG
LONDONER'S GAMES

OUR STORY

London Youth Games has been using the power of competitive sport to create life-changing opportunities for young Londoners for over 40 years.

Since its launch to celebrate the Queen's Silver Jubilee in 1977, the London Youth Games has provided opportunities for over 1.5 million young Londoners from every London borough annually.

Every year, tens of thousands of young Londoners take part in the London Youth Games journey, attending training sessions and trials all vying to represent their borough and striving to win a medal at one of the world's biggest annual youth sports events.



EVERY YOUNG LONDONER'S GAMES

LONDON YOUTH GAMES STRATEGIC PLAN 2021-2025

OUR MISSION

**USING THE POWER OF COMPETITIVE SPORT TO CREATE
LIFE-CHANGING OPPORTUNITIES FOR ALL YOUNG LONDONERS**

OUR BELIEFS

Sport is a right for all

Sport improves physical and mental wellbeing

Sport is a key driver of social integration

OUR VALUES

Fun

Friendship

Achieve

Inclusive

Trust

OUR VISION

Create the world's largest and most
inclusive city-focused Youth Games:

Accessible to all

Multi-sport

Reaching all of London

WHERE WE FOCUS

All 7-18 year old Londoners

Beneficiaries: Families, Volunteers, Peers, Communities

STRATEGIC PRIORITIES

Deliver sport as
young people want it

Inclusivity
and diversity

1st class experience for participants,
coaches and supporters

Long term sustainable
financial model

ENABLEMENT

Sustainable commitment from all 33 boroughs

Digital enablement

Brand awareness



RESPONDING TO CONCERNS

- ❑ WHAT IS THE PURPOSE OF THE LONDON YOUTH GAMES?
- ❑ HOW DO WE REACH BEYOND THOSE ALREADY ENGAGED IN SPORT?
- ❑ HOW CAN WE BE MINDFUL OF BOROUGH RESOURCES?
- ❑ HOW CAN WE REACH DIFFERENT TARGET AUDIENCES?
- ❑ RESPONDING TO FEEDBACK MORE POSITIVELY
- ❑ EVOLVING THE SPORTS OFFER
- ❑ A TIME TO MOVE VENUES
- ❑ NGB ENGAGEMENT



PROGRESS SO FAR

- ❑ LISTENING TO FEEDBACK FROM CLOA SESSION
- ❑ 2 PHASES OF CONSULTATION
- ❑ CREATING A FRAMEWORK TO REACH ALL YOUNG LONDONERS NOT JUST THE SPORTY MINORITY
- ❑ CONSULTATION FEEDBACK SUPPORTED
- ❑ CREATING MORE REGIONAL EVENTS
- ❑ CREATING SEASONAL HUBS TO RELIEVE PRESSURE ON BOROUGHES
- ❑ FOCUS ON PARTICIPATION, ACCESS AND WELL-BEING
- ❑ RECOGNISING PARTICIPATION THROUGH SCORING



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A NEW TIERED FRAMEWORK TO REACH BROADER AUDIENCES

USING THE POWER OF
COMPETITIVE SPORT TO
CREATE LIFE CHANGING
OPPORTUNITIES FOR
ALL YOUNG LONDONERS

HIGHER

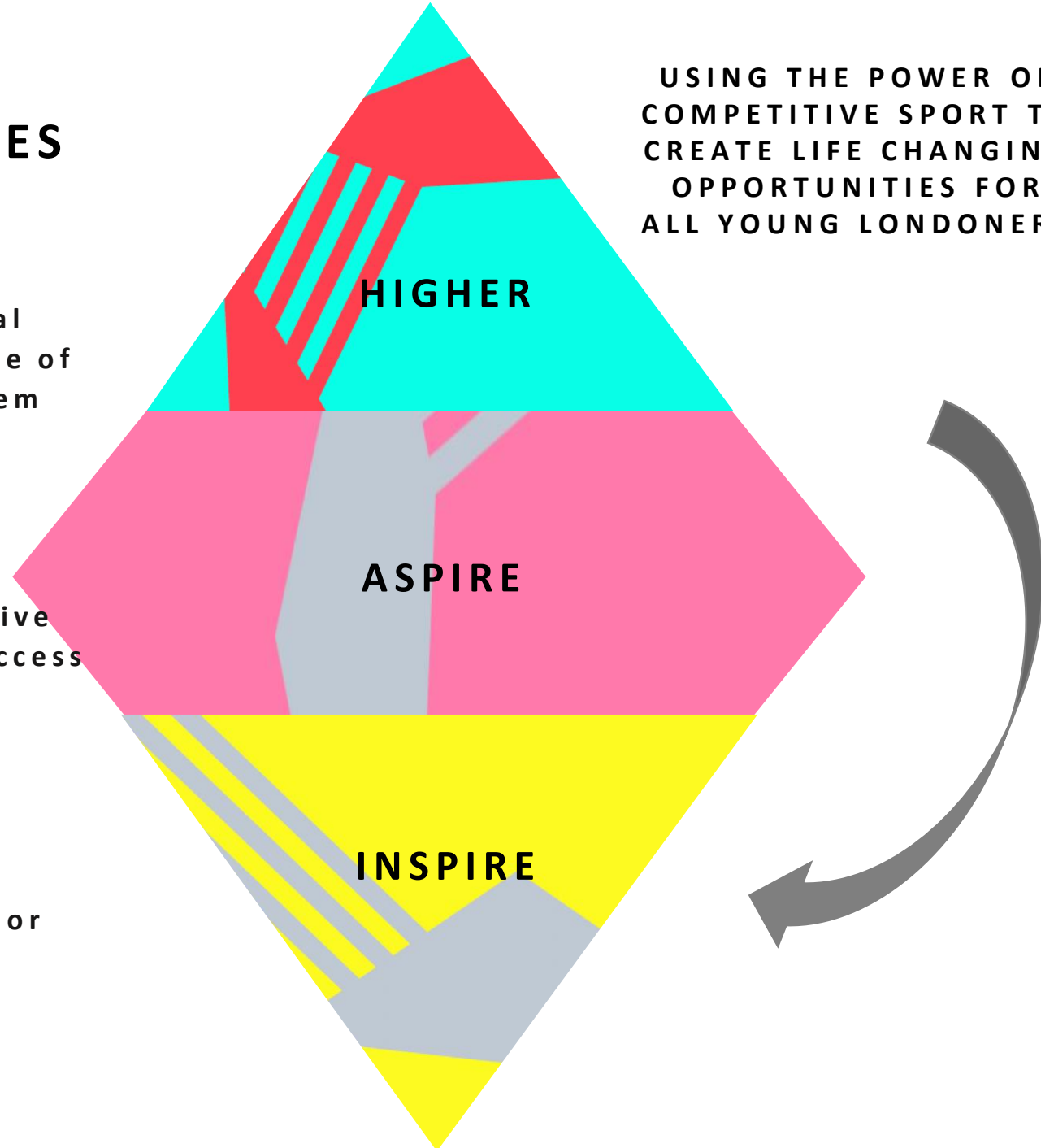
To provide young athletes with an exceptional competition experience, revelling in the pride of representing their borough which propels them into further opportunities

ASPIRE




Provide an accessible and inclusive competitive environment, encouraging young people to access a sporting pathway

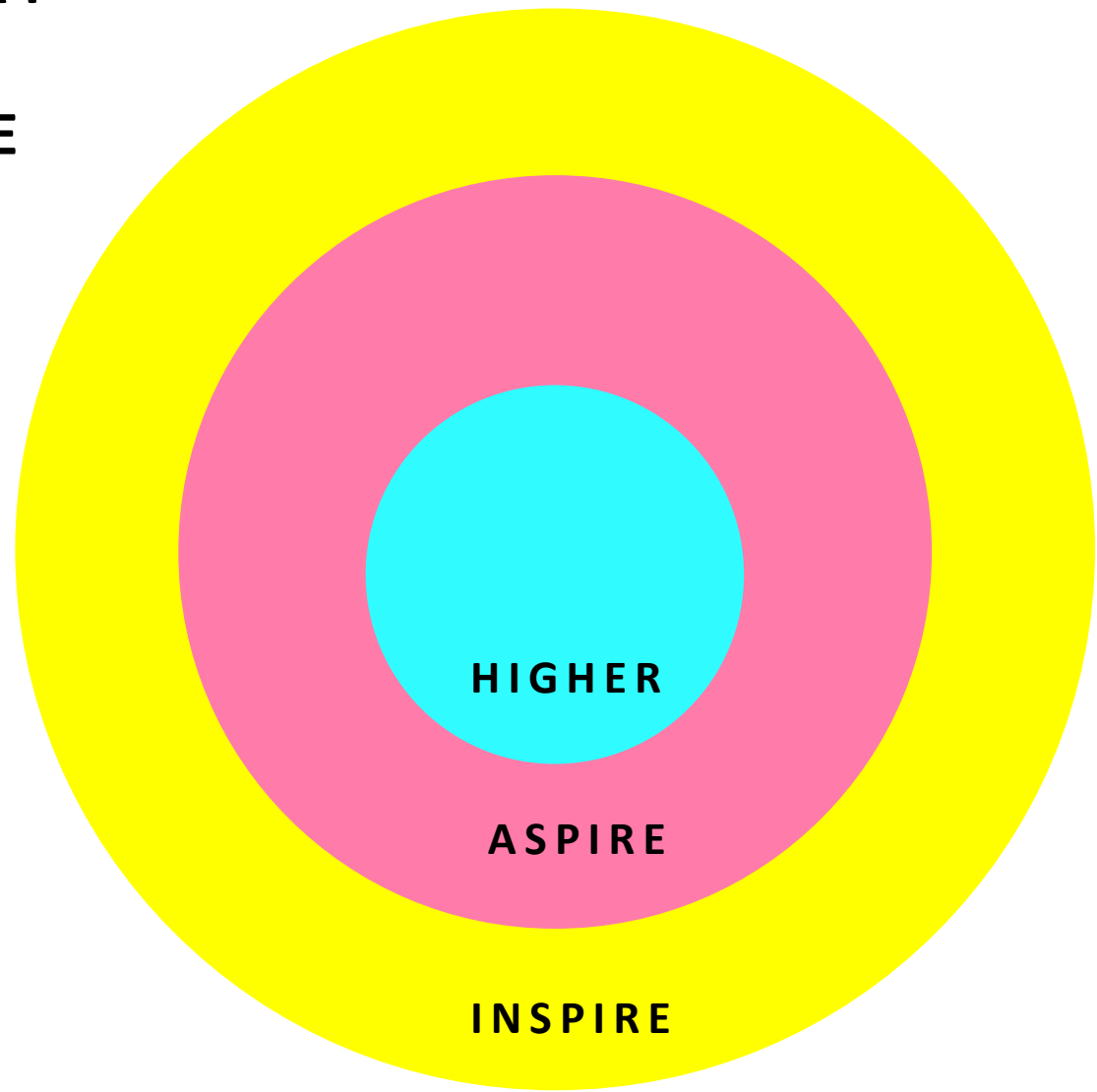
INSPIRE

To inspire young people to engage in a sport or physical activity for the first time



**TRANSFORMING TO LOCAL DELIVERY
WITH OUR BOROUGH'S TO REACH
BROADER AUDIENCES AND ACHIEVE
POSITIVE HEALTH OUTCOMES.**


- HIGHER**
 LYG continue to offer a core range of competitive sport
- ASPIRE**
 LYG offer second tier competition to enable less sporty young people to have positive competitive sporting opportunities
- INSPIRE**
 LYG work with host borough and local providers to deliver entry level opportunities making use of local facilities to reach young people who need the opportunity most.





HOW THESE CHANGES CAN BENEFIT YOU

We want to understand your local needs and how to make the games cheaper, simpler and more efficient for you to participate in

WE WANT TO REACH AND BENEFIT MORE CHILDREN AND HAVE A BIGGER IMPACT, WHILST IMPROVING EFFICIENCIES

 **THE HIGHER TIER:** Provide competitive opportunities that are most recognizable to you, whilst reducing costs.

 **THE ASPIRE TIER:** Reducing breadth to improve depth - local hubs involving less boroughs should enable space to reach more participants, allowing competition at lower tiers, potentially increasing fun, and improving the chances of reaching semi-actives. We anticipate this may interest more of your stakeholders and funders.

 **THE INSPIRE TIER:** An open access tier, with an opportunity to tailor to borough needs and local facilities that are not part of the core London-wide proposition. Incentivise semi-actives and inactives through LYG value add, to deliver health outcomes. Ensure activation has a pathway to participation by connecting with local club opportunities, which may help source more volunteers too.



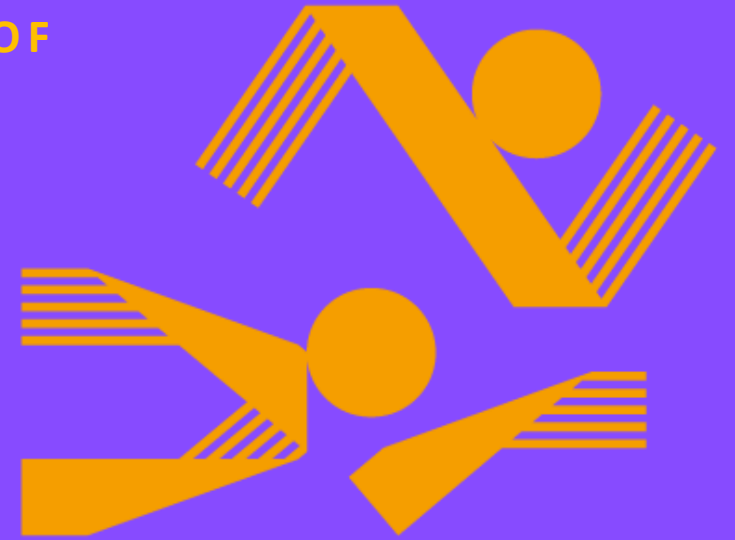
Host
Borough
benefits



LYG Value
add

IMPLEMENTING CHANGE WITH THE ADVISORY GROUP

- ❑ INDEPENDENT CHAIR
- ❑ REPRESENTATION FROM CLOA
- ❑ 8 BOROUGH TEAM ORGANISERS FROM A DIVERSE RANGE OF BOROUGH
- ❑ REPRESENTATION FROM LONDON SPORT



TIME TO CHANGE

- ❑ FINDING A NEW ASPIRATIONAL HOME FOR THE GAMES
- ❑ WORKING CLOSELY WITH OUR MEMBER BOROUGHs TO CREATE HOST SITES ACROSS LONDON USING PROTECTED HOURS IN EXCHANGE FOR SUBSCRIPTIONS
- ❑ TACKLE HEALTH INEQUALITIES BY DIVERSIFYING THE OFFER





JOIN US ON THE JOURNEY

THANK YOU

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